

# Lakshmikanth Reddy IP

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## FARM EQUIPMENT, AUTOMOBILE, LUBRICANTS, INSTITUTIONAL SALES, KEY ACCOUNT MANAGEMENT, PRE-SALES OPERATIONS, CHANNEL SALES, STRATEGIC PLANNING, TEAM BUILDING & LEADERSHIP, BUSINESS DEVELOPMENT PROFESSIONAL

### EXECUTIVE PROFILE

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- A Dynamic professional with over **18 plus years of comprehensive experience** in various industries with exposure in sales, marketing, Channel, warehousing, spares & Service, Team building, key account management & presales operations.
- Skilled in overcoming **business challenges** and make high stake decisions using experience-based judgment, strong work ethic and inapproachable integrity.
- A proactive leader with cross functional expertise in Planning, **Market Penetration- through Product Launch/ Management and Key Account Management.**
- Expertise in **tapping prospects, analysing their requirements**, rendering technical guidance to the clients & **negotiating commercially** for orders.
- Adept in **channel operations** including **appointment of dealers**, monitoring performance and rendering market support- having handled products like **Automobile- Passenger cars/commercial vehicles, Trucks and Buses, Tractors/Farm equipment, Lubricants** (Both industrial & Auto related Lubes), **Hydraulic equipment/aggregates**, etc.
- Experience in handling **Corporate, Govt/ Institutional/tender business** etc.,
- Ability to **identify new market niches** that match capabilities and skilled to work with the technical staff to develop new products to satisfy growing market
- Proficient in handling the entire gamut of **business operations, accountable for increasing profitability and achieving business objectives**
- Exceptional communication and interpersonal skills, blended with superior team management skills
- A proven **performer, exploring challenging opportunities** in **Automobile, OIL & GAS- Business Development** with an organization of repute

### CORE COMPETENCIES

**Business & Channel Development – Corporate/Institutional sales- Industrial Sales – Market Development - Revenue Generation-Promotional Campaigns - Channel Management - Team Management – Consistent Performance**

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### PROFESSIONAL EXPERIENCE

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**International Tractors Limited (Sonalika Group)**

**Since July 2017.**

Chief Manager- Institutional Sales

Indian MNC and third largest Indian Tractor Manufacturer, with World's largest tractor manufacturing plant having a capacity of manufacturing 3 lakhs Tractors per annum.

#### Responsibilities

- Handling Institutional sales for South Zone covering Telangana, Andhra Pradesh, Karnataka, Tamil Nadu & Kerala.
- Responsible for Direct sales to all Govt. departments/institutions and Private institutions for the zone
- Handling Subsidy business from all Agriculture related departments, Corporations, Institutions for the zone
- Tender Business, Municipality business – Waste management under swatcha bharat abhyas etc.
- Enquiry and conversion management.
- Institutional Business through dealer network in the zone.
- To build capability in new and existing dealerships for handling institutional business, liaison with Govt. departments to handle subsidy business.
- Sales Planning/ Forecast for the Direct and Subsidy business of the Zone.
- Key Accounts Management

#### Achievements.

- Successfully got registered in State Agro Industrial development corporations for getting subsidy business in Andhra Pradesh and Telangana immediately after joining.
- Subsidy Business in AP through our dealers has contributed 800 plus till Dec and expect to do 1200 trs by end of FY-2019
- Subsidy Business through dealers gave 450 plus volume in AP, 350 plus in TN, 150 plus in Karnataka and 80 plus in Telangana state for FY-2018-19, when compared to previous years, it was hardly in single digits.
- Developed new market for supply of tractors through Industrial Development Corporation in AP and have done 100 plus volumes (SC/ST subsidy – for Transport files)

- Secured 300 plus volumes in SMAM scheme for Mini Tractors and 150 plus in Horticulture dept schemes.
- Secured order of 7 units from Shadnagar Municipality, 3 units from Kolar, 2 units from Peddapally Municipality and 2 units from Rajahmundry supplied through Dealers.
- Secured orders from Kerala AEE- by participating tenders through dealership.
- Secured orders from SRFMT, NIABT, SCR, ICAR through GeM.
- Secured orders for Beach Cleaning application- 8 units in Chennai
- Started participating in e-procurement tenders floated by various State Govt institutions and expecting to get good volume growth for the zone. (Prior to my joining there was no participation in such tenders).

#### **Mahindra & Mahindra Ltd (Automotive Sector).**

June-16 to July 2017

Corporate Sales Manager- Fleet and New Age Business.

Indian MNC and Leader in MUV segment for over a decade with wide range of products in passenger & Commercial vehicles— Having various operations in Auto, Agri business, IT, Engineering, Retail, Aero, Service Industry etc.,

#### **Responsibilities:**

- Handling activities related to corporate sales for the states of Telangana & Andhra Pradesh Two Area Offices- Hyderabad & Vijayawada comprising of 20 plus dealers of M&M with 30 plus branches.
- Responsible for Corporate sales, Fleet sales, Bulk deals.
- Institutional sales- tender business, negotiations etc.
- Launch of new Products- activations at dealerships, event management
- Enquiry and conversion management.
- Recruitment of sales team under dealership.
- To build capabilities in new and existing dealerships through dealer manpower training programs
- Sales Planning/ Forecast for the Direct and Subsidy business of the Zone.
- Key accounts Management

#### **Achievements**

- Stood runner up all India in two categories for Corporate Sales and Xylo (fleet) Brand sales.
- Highest ever Sales for Hyderabad AO in Fleet sales for a month in August & October 2016
- 9 new accounts added by end of December-16 contributing 6% growth in sales from new accounts.
- 13% & 8% growth in Fleet sales year on year from Telangana & Andhra Pradesh region respectively
- Successful launch of 3 Commercial range products – Supro Range, Big Bolero Pick up & Imperio. 2 Personal Range products- TUV300 AMT 100 HP and XUV 500 W6 AT.
- 3 major orders of 100 plus units in Q-4.
- Under Swacha Bharat – retailed 40 units of Garbage collectors to different Municipalities.
- Retailed 400 plus Taxi range through SC/ST corporation subsidy schemes

#### **PREVIOUS EMPLOYMENT**

**Sales Head (PCH) – TATA Motors LTD CV Range of Products and Wanhu (China) Kary Go Tricycles with Simba Motors LTD (Nigeria) -**

Since Sept-15 – March-16

*Company is an integral part of the USD 300 million Simba Group conglomerate having its business interest into the automobile distribution from two-wheeler to trucks & Buses with Brands like TVS motors, TATA Motors, Kary Go Wanhu China, trading and distribution of Electrical Motors, Inverters & Batteries, Renewable energy product and solution in Nigeria and West Africa.*

#### **Roles and Responsibilities**

- Accountable for Profit & Loss of TATA and Kary Go vertical
- Responsible for recruitment, team building and managing the team.
- Budget planning and sales plan
- Conducting Seminars and participation in various exhibitions.
- To appoint Dealers in the undersigned territories.
- Inventory Management, Spares and Service revenue generation.
- Develop strategies and deliver excellent sales and after-sales services to maximize sales, customer satisfaction and retention.
- Responsible for all business development, target fulfillment, revenue generation and collection
- Market Mapping and Competitor Analysis.

#### **Key Highlights**

- Appointment of Sales team
- Successful Launch of TATA Prima 3348 and TATA Super Ace (1.4 Ltr Petrol Version) in Lagos (In Nigeria)
- Capability building of the team members (Soft skill training and Product training)
- F-16 Budget planning and optimum utilization of the resources
- Sustained sales in an adverse environment of depreciating currency. Highest volume for TATA in Q-4 for the year.

- Developed Garbage collector and Cargo Box body on 250 CC Kary Go tricycle- and have delivered 55 units & 125 units respectively.
- Vendors developed for Body building of cargo boxes (Steel & Aluminum)

## **Mahindra & Mahindra Limited,**

**March 2011 to September 2015**

Channel Development Manager, (Farm Division- Auto Farm Sector)

Indian MNC and Leader in Tractor Industry since 32 Yrs in India and Largest in the world by volume – Having various operations in Auto, IT, Engineering, Retail, Aero, Service Industry etc,

### **Responsibilities:**

- Handling activities related to Channel development for the state of Karnataka with three Area Offices- Bangalore, Hubli & Bellary comprising of 59 dealers of M&M FES
- Responsible for appointment of dealers/Franchisees in weak/vacant areas- expanding the Network and reach.
- Replacement/ restructuring assessment of dealerships. - Network expansion.
- Recruitment of sales & service team under dealership.
- Induction and Installation programs for new dealers, Performance Monitoring of new dealers for one year.
- Installation of dealership, as per the Company policy and requirements.
- Implementation of systems and processes at Dealerships- MSS, MSS Plus, MDMS, IDEA, DHRMS at dealerships.
- To build capabilities in new and existing dealerships through dealer and dealer manpower training programs
- To pilot new initiatives like performance groups for sales managers, salesman transformation, roll out of Profitability Module for dealership & prepare action plans based on the gaps identified.
- Roll out of Dealer Reward programs such as Panchratna & Unnati- analyze gaps and train Dealer owner and Dealer manpower for improvement in overall performance of the dealership.
- Transforming Low & Medium MS into High MS Dealerships.
- Quality & TQM activities- MEM & TUV
- Was handling same profile for Vijayawada and Tirupathi AO from July 2012 to March- 2013.

### **Achievements**

- Won All India Best State Award (Karnataka) in Mahindra Stars Season -1.
- 89% Dealer Manpower Trained – resulting in .6% productivity improvement, MS improvement and as a team Karnataka was declared best State in MPL consecutively for 2 years F-14 & F-15.
- In 4 FYs have appointed 21 dealers and 5 Franchisees successfully.
- 85% Plan adherence of these dealers by carrying out all channel related activities of Manpower capability building, Systems and processes implementation.
- Won 6 spot awards while carrying out various initiatives
- Successful launch of Arjun Novo under M-star platform- 100% dealers covered for new product trainings, dealership readiness across the state
- Certified Mahindra Yellow belt – Systematic Problem-solving using QC tools.

### **Additional Responsibilities handled**

- Have handled Channel Sales for 6 months as Territory Manager- South Karnataka- handling Distributor with 11 Franchisee and 4 large dealer networks contributing 26% of State Sales.
- Increased Market share by 1.2% across South Karnataka.

## **Total Oil India Ltd., Hyderabad**

**December 2007 to Feb2011**

### **Area Executive – Direct Sales**

Total is the world's 4<sup>th</sup> largest petroleum integrated company, operating in more than 130 countries

### **Responsibilities:**

- Spearheading the entire direct sales activities of lubricants, Automotive lubes, Industrial lubes, specialty fluids, food grade oils in Andhra Pradesh
- Developing strategies for market penetration across various segments, for improvising the business of the organization
- Interacting with industrial distributors, providing them complete marketing support to achieve the budgeted target in the region
- Handling key accounts like major construction companies, mining contractors, Industrial customers like Steel, Paper, Textile, Cement, power generation, aviation, Cutting fluids for ancillary manufacturing companies etc.
- Coordinating with clients for various activities such as procuring of orders, supplying products, sending invoices and receiving payments and concession forms
- Working closely with various departmental heads for smooth execution of all activities.
- Managing Warehouse activities keeping optimum level of stocks and catering to market requirements, handling bulk requirements by direct plant supplies.

### **Achievements:**

- Increased monthly average sales from 35 KL to 72 KL in 3 years.
- Appointment of Industrial Lubricant dealers contributed in 14% of growth in sales through channel.
- Was best and largest volume contributor as an Individual for south Zone
- Achieved 18% growth on historical by end of half year in 2010 and was expected to close at 22% growth by end of 2010.

- Secured 7 key customers and enhanced the monthly sales volume by 14 KL to 16 KL from Jan-09 till Dec-09 giving a growth of 12% on historical.
- Secured 9 key customers and retaining the existing business and grew by 5% growth by end of 2008 in spite of recession affecting the industry.
- Achieved 27% business growth in first half of 2008, compared to the same period of previous year.

**Volvo India Private Ltd., Ramagundam**

August 2006 – November 2007

**Officer – Parts Marketing**

Volvo provides transportation related products and services with focus on quality, safety and environmental care. Founded more than 80 years ago, it has established a solid position and reputation worldwide

**Responsibilities:**

- Aggressively marketed the spare parts products for high performance Trucks, Tippers, Tractors, Pullers, Luxury Buses in Andhra Pradesh and Chandrapur region of Maharashtra.
- Participated in various events and promotional campaign thereby improvised the brand image and sales
- Led a team of field technicians and provided them training and motivation whenever necessary
- Being part of the Trial team- conducting field trials of new aggregates/spares like Steering Gearboxes, Driveline products, Engine related, Suspension related etc.,
- Interacted with key customers on a regular basis to cement healthy relationship and procure repeated business
- Generated more business in the workshop division by getting Engines and Gearboxes for overhauling.

**Achievements:**

- Was part of the technical and field trials team assisting the Service and Marketing team in introducing new products/replacements conducting trials, preparation of trial report.
- Successfully handled one of the bigger regions with maximum No. of tippers operating compared to any other region in India
- Achieved the pre-defined business target on a consistent basis, by means of aggressive strategy
- Played a key role in converting key customers to use our products than that of the competitors'
- Developed customized packages for key customers resulting in increased business volume.
- Achieved 30% growth in genuine oil sales.

**UT Limited (Formerly known as Usha Telehoist), Hyderabad**

December 2003 – August 2006

**Manager- Sales and Service**

Manufacturers of Hydraulic cylinders of Heavy earth moving machineries and Industrial Cylinders/power packs

**Responsibilities:**

- Marketed the products and services offered by the organization in the market, through a team of competent executives and engineers
- Framed business objectives, developed competitive strategies, to attain the budgeted target
- Appointed dealers based on their track record and resource availability, monitored their performance and provided proactive marketing support
- Interacted with key customers across diverse sectors, cemented healthy relationship and generated repeated business
- Handled Govt. institutions like SCCL, RINL, etc.

**Achievements:**

- Joined as Sr. Engineer Sales & service and was promoted to Manager – Sales & Service in January 2006, due to consistent performance
- Achieved a growth rate of 12% in 2004-2005, followed by 7% growth in 2005-2006, compared to the previous years
- Played a key role in launching FE 154, 5 stage telescopic Front-end tipping system for Tip Trailer 3516 model first of its kind supplied by UT limited in India. Depending on the trials conducted in my region our design team made necessary changes and launched the product successfully.
- I was involved in the team of STDA (Single telescope double acting cylinders) developed for SCCL for their underground mines- and successfully conducting trials and supplied them for their complete project.
- Inducted as a team member for development of Hydraulic accumulator for Submarines of Navy/Defense (Vishakhapatnam).

**Wipro Fluid Power Ltd., Bangalore/ Kolkata**

June 2000 – November 2003

**Assistant Engineer - Sales and Service**

Leading Manufacturers of Hydraulic Cylinders of HEMM, Industrial, Tipping Systems, Control Valves, pumps etc.

**Responsibilities:**

- Handling OEM customer – Tractors India Ltd (Kolkata- Material Handling division), Giving service to Telcon (Tata Hitachi).

- Marketed the sales and warranty services of construction equipment cylinders and industrial cylinders, managed the dealer network in Eastern region.
- Implemented six sigma programs and achieved good ratings in the company for eastern zone.
- Handled the OE customers successfully and Was involved in assembly and service support to projects of Defense done by Tractors India Ltd (Kolkata- Material Handling division), Giving service to Telcon (tata Hitachi)

#### **Achievements:**

- Got into the company through Campus selection and was absorbed into Aftermarket department.
- After training at Plant, I was transferred to handle one of the biggest regions geographically- Eastern zone covering West Bengal, Orissa, Bihar, and seven sisters of North East.
- Was part of Six Sigma program under eastern zone- and achieved 4.8 sigma value as a team
- Part of assembly team which was involved in RML (Missile launcher- for Defence) assembled by M/s TIL as OEM, successful trials conducted at plant.
- Enhanced business from 1.2 cr to 3.5 cr within the time I was associated with Wipro.

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#### **ACADEMIC CREDENTIALS**

Pursuing MBA (Marketing)- IV Semester through SMUDE (two subjects Due)

#### **Bachelor's Degree in Business Administration**

Sikkim Manipal University (distance Education), 2011

#### **Diploma in Mechanical Engineering**

Mysore Engineering Institute of Polytechnic, Bangalore, 2000

#### **Secondary School Certificate**

St. Mary's High School, Hyderabad, 1997

**Technical Skills :** MS Office, SAP- Sales module, CAD release 14.

#### **Special Achievements:**

- Served in NCC for 2years and passed B certificate (Karnataka- Goa Signals Regiment)
- Participated in many social service activities like Pulse-Polio campaigns, collecting funds for Natural calamities and Old age homes, cycling for peace etc.
- Represented the college team at Inter-College competitions in Volleyball and Basketball teams

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#### **PERSONAL DETAILS**

**Passport details** : S6452514 (valid till 03.10.2028)

**Father's Name** : I. Padmanabha Reddy (retired- from HMT Tractor division)

**Date of Birth** : 18<sup>th</sup> October 1981

**Languages** : English, Hindi, Kannada, Telugu.

**Interests** : Bike riding, Traveling, Swimming, Music

**Status** : Married.